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# Surprise, Arizona Retail Demand Fact Sheet

Toll-free: 1-866-475-9198

[www.surpriseaz.com](http://www.surpriseaz.com)

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## Retail Industry Gap Analysis for Surprise, AZ<sup>1</sup>

Category	% Market Fulfilled	Opportunity Gap
Warehouse Clubs <sup>2</sup>	0%	\$105,234,378
Auto Dealers <sup>3</sup>	1%	\$271,991,890
Office Supply Stores	5%	\$19,209,637
Non-Store Retailers	6%	\$104,025,333
Specialty Food Stores	6%	\$6,696,898
Full Service Restaurants	7%	\$23,305,965
Sporting Goods	15%	\$8,029,726
Gas Stations	18%	\$150,475,413
Electronics/Appliances	24%	\$33,161,175
Clothing (not accessories)	25%	\$52,398,954
Hobby Stores	36%	\$4,954,348



## City of Surprise Demographics

Current Population:	104,000
Projected Population, 2012:	200,000
Population Increase since 2000:	224%
Maricopa County Population:	3.8 million
Median Household Income (2005):	\$53,958
Median Age (2005):	35.4
Average Household Size:	2.68
Business Licenses in Surprise:	1,561
Home-based businesses:	51%

## City of Surprise Real Estate

Surprise is located in the Northwest Phoenix market.

Median Home Price (2006):	\$240,845
Median Home Price, Resale (2006):	\$240,195
Incorporated Area (Land):	85 square miles
Planning Area (Land):	302 square miles
Shopping Malls Planned:	7
Sales Tax (except groceries)	8.3%
Hotel, Restaurant Tax	9.5%

## More Information

City of Surprise Economic Development Department  
(623) 875-4273 / Toll free: 1 (866) 475-9198



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<sup>1</sup> Source: Claritas, 2006

<sup>2</sup> Sam's Club is planned for the SEC of Bell Rd and the SR-Loop 303, but there is still need for more of this concept.

<sup>3</sup> ½ square mile auto mall is planned for the Prasada mall area, on the SWC of Waddell Rd and SR-Loop 303 – visit RED Development at N65 A Street at ICSC Las Vegas for more details.